



Average Party Size*

Season	Party Size
Summer	3.6
Fall	3
Holiday	4
Winter	2.9
Spring	3.3

Average Length of Stay*

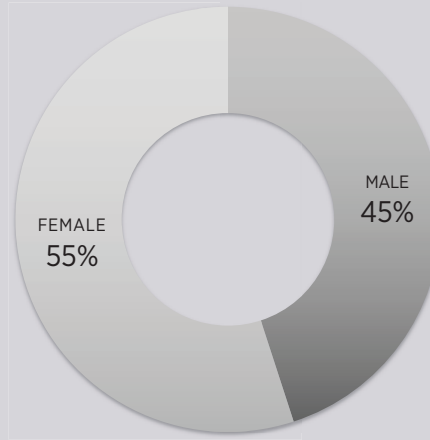
Season	Days
Summer	3.6
Fall	3.3
Holiday	3.0
Winter	2.6
Spring	3.9

Average Spending*

Season	Budget
Summer	\$1,583
Fall	\$1,339
Holiday	\$1,237
Winter	\$1,007
Spring	\$1,942

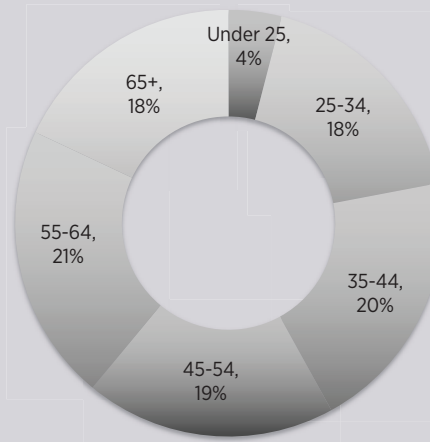
Top 10 Feeder Markets

City, State
Knoxville, TN
Atlanta, GA
Nashville, TN
Greenville-Spartanburg, AL
Lexington, KY
Chattanooga, TN
Tri-Cities, TN-VA
Charlotte, NC
Birmingham, AL
Louisville, KY



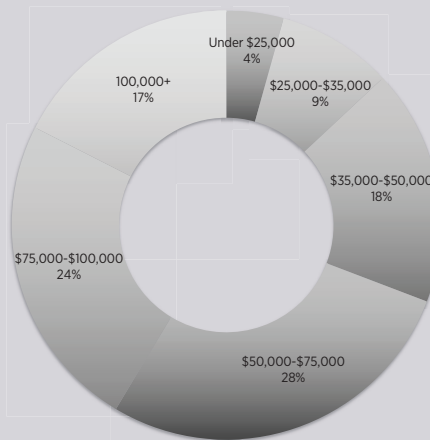
Gender (Decision Maker)

Sex	Percent
Male	45
Female	55



Average Age*

Demo	Percent
Under 25	4
25-34	18
35-44	20
45-54	19
55-64	21
65+	18



Household Income*

Demo	Percent
Under \$25,000	4
\$25,000 - \$35,000	9
\$35,000 - \$50,000	18
\$50,000 - \$75,000	28
\$75,000 - \$100,000	24
100,000+	17

*Based on 2017 Product Definition and Visitor Intercept Studies